



SOCIAL MEDIA POSTING (SAMPLE)

Name process as: [Content title] - [mm/yyyy]

Post Topic

Post type (Required)



Share content

Assignees:

Process Starter

Deadline:

1 day after a process is launched

Post Type:

[Post type]

Post Topic:

[Post Topic]

What is the objective of sharing this content? (Required)

Example: Thought leadership, Recruitment, Promotional offer etc.

What will be the content? (Required)

Attach any files

 Attach file(s)

2 Select platforms you would like to publish it on

Assignees:

Process Starter

Deadline:

1 day after Step 1: Share content

Post Type:

[Post type]

Post Topic:

[Post Topic]

Objective of the post:

[What is the objective of sharing this content?]

Content Information:

[What will be the content?]

Reference Docs:

[Attach any files]

Which platforms would you like to post on? (Required)

- LinkedIn
- Twitter
- Facebook
- Instagram

3  **LinkedIn**

Assignees:

Process Starter

Deadline:

2 days after Step 2: Select platforms you would like to publish it on

Add screen shot of publish post in comments.

Post Type:

[Post type]

Post Topic:

[Post Topic]

Objective of the post:

[What is the objective of sharing this content?]

Content Information:

[What will be the content?]

Reference Docs:

[Attach any files]

Paid advertising? (Required)

Yes

No

Budget? (Required)

When should this be published?

4  **Twitter**

Assignees:

Process Starter

Deadline:

2 days after Step 2: Select platforms you would like to publish it on

Add screen shot of publish post in comments.

Post Type:

[Post type]

Post Topic:

[Post Topic]

Objective of the post:

[What is the objective of sharing this content?]

Content Information:

[What will be the content?]

Reference Docs:

[Attach any files]

Paid advertising? (Required)

Yes

No

Budget? (Required)

When should this be published?

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 **Facebook**

Assignees:

Process Starter

Deadline:

2 days after Step 2: Select platforms you would like to publish it on

Add screen shot of publish post in comments.

Post Type:

[Post type]

Post Topic:

[Post Topic]

Objective of the post:

[What is the objective of sharing this content?]

Content Information:

[What will be the content?]

Reference Docs:

[Attach any files]

Paid advertising? (Required)

Yes

No

Budget? (Required)

When should this be published?

6  **Instagram**

Assignees:

Process Starter

Deadline:

2 days after Step 2: Select platforms you would like to publish it on

Add screen shot of publish post in comments.

Post Type:

[Post type]

Post Topic:

[Post Topic]

Objective of the post:

[What is the objective of sharing this content?]

Content Information:

[What will be the content?]

Reference Docs:

[Attach any files]

Paid advertising? (Required)

Yes

No

Budget? (Required)

When should this be published?

7  Publish on LinkedIn

Assignees:

Process Starter

Deadline:

2 days after Step 3: LinkedIn

Kindly note posting details:

Paid:

[Paid advertising?]

If paid, budget assigned:

[Budget?]

Please add screenshot of what was published.

Screenshot (Required)

 Attach file(s)

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Publish on Twitter

Assignees:

Process Starter

Deadline:

2 days after Step 4: Twitter

Kindly note posting details:

Paid:

[Paid advertising?]

If paid, budget assigned:

[Budget?]

Please add screenshot of what was published.

Screenshot Attach file(s)

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Publish on Facebook

Assignees:

Process Starter

Deadline:

2 days after Step 5: Facebook

Kindly note posting details:

Paid:

[Paid advertising?]

If paid, budget assigned:

[Budget?]

Please add screenshot of what was published.

Screenshot Attach file(s)

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Publish on Instagram

Assignees:

Process Starter

Deadline:

2 days after Step 6: Instagram

Kindly note posting details:

Paid:

[Paid advertising?]

If paid, budget assigned:

[Budget?]

Please add screenshot of what was published.

Screenshot

 Attach file(s)